

Full Page

1/3 Box

1/6 Horizontal

1/3 Vertical

2/3 Horizontal

1/3 Horizontal

1/6 Vertical

1/2 Horizontal

1/2 Vertical

AD SIZES

Full Page Bleed .....8.625" X 11.125"

Trim Size .....8.375" X 10.875"

Live Area.....7.5" X 10"

Full Page.....7.5" X 10"

2/3 Page Vertical.....4.875" X 10"

2/3 Horizontal .....7.5" X 6.625"

1/2 vertical.....4.875" X 7.5"

SPECIAL SECTION AD SIZES

1/4: .....3.5" X 4.75"

1/2 Horizontal: .....7.5" X 4.75"

Special Sections include:

Arts, Entertainment & Events; Executive Living; and Accents and Accessories.

2012 EDITORIAL CALENDAR

JANUARY 2012

BOOMERS, SENIORS & BEYOND

Profile Reservation ..... 10/26/11

Ad Space Reservation ..... 11/26/11

Ad Materials Due..... 12/09/11

FEBRUARY 2012

HEALTH & FITNESS

Profile Reservation ..... 11/26/11

Ad Space Reservation ..... 12/21/11

Ad Materials Due ..... 1/06/11

MARCH 2012

RESIDENTIAL REAL ESTATE, HOME IMPROVEMENT & NOT-FOR-PROFIT

Profile Reservation ..... 12/26/11

Ad Space Reservation ..... 01/22/12

Ad Materials Due..... 02/06/12

APRIL 2012

TECHNOLOGY & DOWNTOWN REVITALIZATION

Profile Reservation ..... 01/26/12

Ad Space Reservation ..... 02/17/12

Ad Materials Due..... 03/05/12

MAY 2012

HEALTH & FITNESS

Profile Reservation ..... 02/20/12

Ad Space Reservation ..... 03/16/12

Ad Materials Due..... 04/04/12

JUNE 2012

FAMILY-OWNED BUSINESS

Profile Reservation ..... 03/26/12

Ad Space Reservation ..... 04/17/12

Ad Materials Due..... 05/02/12

JULY 2012

COMMERCIAL REAL ESTATE & CONSTRUCTION

Profile Reservation ..... 04/23/12

Ad Space Reservation ..... 05/18/12

Ad Materials Due ..... 06/01/12

AUGUST 2012

EDUCATION & CAREERS

Profile Reservation ..... 05/28/12

Ad Space Reservation ..... 06/18/12

Ad Materials Due ..... 07/02/12

SEPTEMBER 2012

HEALTH & FITNESS

Profile Reservation ..... 06/28/12

Ad Space Reservation ..... 07/17/12

Ad Materials Due ..... 08/01/12

OCTOBER 2012

WOMEN IN BUSINESS, DINING & ENTERTAINMENT

Profile Reservation ..... 07/30/12

Ad Space Reservation ..... 08/17/12

Ad Materials Due ..... 09/01/12

NOVEMBER 2012

LEGAL, FINANCIAL, TAX SERVICES & INSURANCE

Profile Reservation ..... 08/28/12

Ad Space Reservation ..... 09/17/12

Ad Materials Due ..... 10/01/12

DECEMBER 2012

FAMILY-OWNED BUSINESS

Profile Reservation ..... 09/28/12

Ad Space Reservation ..... 10/17/12

Ad Materials Due ..... 11/01/12

**PRINTING SPECIFICATIONS**  
Business People magazine is four color print on 70 lb text stock, 80 lb cover stock; saddle bound up to 104 pages or perfect bound for over 104 pages. Contact the art department with any questions at (260) 497-0433 ext. 108.

- Acceptable File Types:
- hi-resolution PDF
  - JPEG, TIFF, and EPS
  - All images must be CMYK and at least 300 dpi.
  - InDesign files must be packaged with links and fonts.
- Ad materials can be submitted via email to [production@businesspeople.com](mailto:production@businesspeople.com).

- ADVERTISING POLICIES**
- Copy changes must be received by materials deadline date or the previous ad will run.
  - The publisher reserves the right to refuse any advertisement and shall not be liable for damages if it for some reason it fails publish any ad. The publisher is not responsible for any errors, key numbers, or other type set by the publisher.
  - The publisher reserves the right to place the word "advertisement" within the ad if it resembles editorial.
  - All advertisements are accepted and published by the publisher upon representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless form and against any loss or expense resulting from claims or law suits based upon the content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

Michiana Business Publications, Inc.  
Business People Magazine  
7729 Westfield Drive  
Fort Wayne, Indiana 46825  
[www.businesspeople.com](http://www.businesspeople.com)



2012 MEDIA KIT

Business People

M A G A Z I N E

[www.businesspeople.com](http://www.businesspeople.com)





WHY CHOOSE MAGAZINE ADVERTISING?

Magazines don't blink on and off, they don't stream video or deliver ads that pop-up out of nowhere. You can't DVR magazines or play games on them. But you can take one to the beach, to bed, or just about anywhere else and, chances are, it will engage, entertain, and enlighten you in ways no other medium can.

Perhaps that explains why magazine readership has actually increased in the last five years. The top 25 magazines continue to reach a wider audience than the top 25 primetime TV shows. And despite the escalating war for consumer eyeballs, readers spend an average of 43 minutes per issue.

What accounts for this ongoing attraction? Why do nine out of 10 American adults choose to spend so much time with an unabashedly analog medium?

Because of one enduring truth: people of every age love the experience of reading a magazine, even if the same content is available online. So curl up, get comfortable and enjoy a magazine.

MISSION STATEMENT

To help the businesses of northeast Indiana grow by providing a high-quality publication that inspires, informs, educates and entertains while providing advertisers with a positive environment in which to realize the maximum benefits of advertising. We do all of this to allow Michiana Business Publications Incorporated to be profitable and to provide our staff an opportunity to grow and learn in their professions.

WHAT IS BUSINESS PEOPLE?

Business People is a regional business monthly dealing with issues and information affecting business professionals throughout northeast Indiana with heaviest concentration in Allen County. In addition to the editorial features, the magazine provides sales and service leads for its clientele and readers.

ONLINE

www.businesspeople.com

FOLLOW US ON...

www.facebook.com/BusinessPeopleM

www.twitter.com/BusinessPeopleM

CIRCULATION, READERSHIP & COVERAGE

Business People is mailed to more than 8,200 businesses throughout Allen County and northeast Indiana.

Subscriptions are available and single copies are sold at select bookstores throughout Fort Wayne.

Business People has over 70,000 readers every month. It reaches CEOs of large companies as well as owners of small businesses and everyone in between.

The coverage area includes the counties of Allen, Adams, DeKalb, Huntington, Noble, Steuben, Wells, Whitley, and Kosciusko.

Business People is mailed via periodical postage to over 4,700 paid/requested subscribers and 3,500 controlled subscribers. Bookstores and direct sales make up the balance of our 8,500 copy distribution.

OUR PUBLICATIONS

- Business People (monthly)
- Fort Wayne Living (quarterly)
- BusinessWomen of Northeast Indiana (annual)
- Planning Your Wedding (annual)
- This Is Fort Wayne (annual)\*
- Northeast Indiana Business Information Guide (annual)\*
- Tapestry (annual)\*

\*Produced for other organizations.

OTHER PRODUCTS & SERVICES

- Fort Wayne International Airport Advertising
- Laminated Covers/Stories
- Reprints
- Visitor's Guides
- Graphic Design: brochures, logos, programs, letterhead, postcards, annual reports, etc.

STORY RIGHTS

Once a story about your business has been published in Business People, the rights to the story and photos can be purchased. Please speak to your account executive.

DISPLAY ADVERTISING RATES

All rates are net/per insertion

All advertising must run within 12 months of signing the agreement (or 24 months if signing for 24x rate).

SIZE	1-3x	4-7x	8-11x	12-23x	24x
Full Page	\$1620	\$1445	\$1350	\$1265	\$1250
2/3 Page H,V	1330	1245	1170	1095	1073
1/2 Page H	1200	1140	1095	1030	1000
1/2 Page V	1190	1125	1055	990	970
1/3 Page H,V	1000	960	885	840	830
1/3 B	920	870	825	780	770
1/6 H,V	805	720	675	620	615

SPECIAL POSITIONS

Inside front cover.....rate plus 50%.  
Inside back cover.....rate plus 25%.  
Outside back cover .....double earned rate.  
Page 1, 2.....rate plus 50%.  
Fixed position..... rate plus 25%.

BUSINESS PROFILES

Up to two pages.....\$2195 per page  
Three or four pages .....\$1995 per page

Prices do not include photography.  
See Business Profile Guideline sheet.

DISCOUNTS/CHARGES

A 2% discount\* applies to all payments made within five days of invoice date; net 20 days. A 1.5% monthly interest charge applies to all accounts over 20 days. Additional discounts of up to 8% are available for prepayment of long term agreements. Changes made to agreements after sales deadlines are subject to additional fees.  
\*Does not apply to special pricing offers.

PAYMENT

All new clients are required to pre-pay their first four insertions. Pre-payment is due one month prior to publication for each of the four ads. When satisfactory credit is established the 2% - 5, Net 20 plan will apply.

SPECIAL SECTIONS

ARTS, ENTERTAINMENT & EVENTS

This section offers a special opportunity for the arts, entertainment, and events in the area to reach a vast business audience.

EXECUTIVE LIVING

This section is designed specifically for real estate agents and companies. Executive Living is an opportunity for any realtor that wants to reach to the Business People audience.

SPECIAL ANNOUNCEMENTS

Cost: \$500  
Cost with up to \$2,999 in advertising: \$250  
Cost with up to \$3,000 in advertising: Free

**New Business:** Half-page advertisements for companies that have been in business for one year or less. NBAs appear near the front of the magazine.

**New Ownership:** Half-page advertisements for existing companies that have gained new ownership within the past 12 months. NOAs appear near the front of the magazine.

**Celebrate:** Half-page advertisements for companies that are celebrating employee anniversaries, business anniversaries or other important milestones. Celebrate will appear near the front of the magazine.

